



mynewhair
by salons that care

Winter 2017 Newsletter



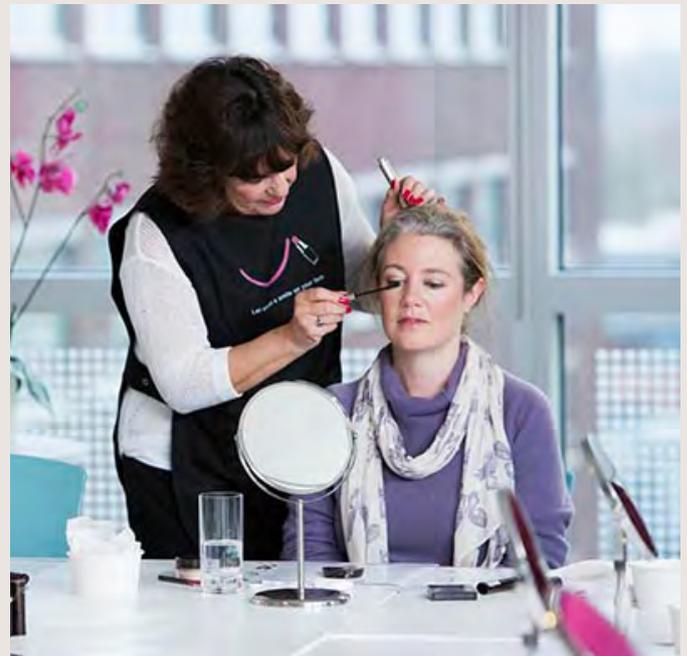
As we round off 2017 it's a time to look back over the year and the progress that *mynewhair* has made including, the new Level 3 seminars, links with the NCCC, a new partnership with Look Good Feel Better, celebrating our tenth birthday and helping even more people living with medical hair loss. This is all down to our amazing network of salons and their good work, **THANK YOU!** We look forward to a fantastic 2018.

mynewhair forms new partnership with Look Good Feel Better

mynewhair is proud to announce its new partnership with charity, Look Good Feel Better (LGFB) with both charities being committed to making people look and feel better. LGFB is the only international cancer support charity providing practical support for women and teenagers struggling with the visible side effects of cancer treatment. It is hoped that 2018 will also see the charity launch a new programme for men providing skincare and grooming advice.

As we know well at *mynewhair*, finding out you have cancer is traumatic and daunting. The added stress of the appearance related side-effects can be demoralising and feel overwhelming. This can have serious consequences on self-esteem and confidence at a time when a positive attitude is vital.

The LGFB free skincare and make-up workshops and masterclasses are held all over the UK for people undergoing treatment for any type of cancer. The two-hour sessions are



led by trained beauty volunteers, who share tips and techniques to help with eyebrow and eyelash loss and changes to the skin.

The new partnership between the two charities will involve signposting to services and mutual promotion via websites and social media. LGFB is including a *mynewhair* leaflet in each of the gorgeous product gift bags they give out at their workshops with an expected 20,000 women reached in this way in 2018.

Anyone who is part of the *mynewhair* network with skincare/make-up experience will be given the opportunity to be involved in the LGFB Programme of workshops and masterclasses in the future. Watch out for more information on this exciting new partnership as it develops.



mynewhair is a Registered Charity
Number 1130815

We rely solely on donations to continue our work.



PR UPDATE - Gardiner Richardson

We've been working with our communications agency Gardiner Richardson to help raise our profile across the UK and Ireland in the national, trade and regional media, as well as on social media.

Since our last newsletter with the help of Gardiner Richardson we've celebrated the great work of our network of Salons that Care, with news releases for Loughborough based mobile hairdresser Ellena Parker Hair and Gina's Unisex Hair & Beauty Salon in North Wales. We've secured coverage from as far afield as the Flintshire Leader as well as trade coverage on www.ukhairdressers.com.

On social media we've been very busy promoting a variety of fundraising events organised by our network of Salons that Care and partners including Trendco wigs Ladies Night Charity Show. In September we supported

Alopecia UK's #GetTalking campaign for Alopecia Awareness Month and in October took part in Breast Cancer Awareness Month.

July and September was an exciting time for us on social media. During these months we ran our video social media campaign #HelensStory – a personal account of a breast cancer patient's journey from diagnosis to recovery and the role mynewhair plays in helping and supporting those affected by medical hair loss. We worked with The Other Side Productions to share a series of videos on our social media networks, reaching over 59,311 people.

We currently have 1,800+ followers on Twitter, 1,573 on Facebook and our LinkedIn is slowly building. If you're not already – please follow us on social media to help spread the mynewhair message!

Sapphies Skydive for mynewhair

Beau Hairdressing's apprentice Sapphire Churchill has been raising money for mynewhair by jumping out of a plane 10,000 feet up in the air!

The brave 17yr old apprentice raised a massive £964.50 through sponsorship and cake sales in the salon from clients, friends and family.

Beau Hairdressing is part of the mynewhair's network of 'Salons That Care' who provide advice and wig services to people who experience medical hair loss.

“ It's the best thing I have ever done and I wasn't scared at all! I want to do wing walking next! Thank you to everyone who has sponsored me. ”

Sapphire Churchill





Fundraising for mynewhair

As you know mynewhair relies entirely on donations to continue our work and we are extremely grateful for every single donation made. We would like to offer a sincere THANK YOU to everyone who continues to fundraise for us and we hope you will support us again in the future. Making a donation is easy, you can do this via our Justgiving page at justgiving.com/mynewhair or by texting MYNH00(amount) to 70070 at anytime.

If you have anything that may be of interest to others in our network or have been involved in any fundraising for mynewhair please do get in touch... We are always happy to promote events on your behalf and our PR company will be happy to support you with press releases



and social media. Why not contact us for some supporting resources which will help to brand your event and also raise awareness of your mynewhair service.

Various materials are available to help raise awareness/fundraise in your salons and if you would like a counter top box for use in salon (wristbands and or pins...suggested donation £1) please do get in touch.

Fundraiser Shout-Outs

Some of the amazing people who have raised money for mynewhair in the last quarter:

Gina's Unisex Salon, Mynydd:
Sunday/Funday - £740

Beau Hairdressing, Dorset:
Skydive Fundraiser - Over £1000

Trendco, Aderan's UK, Hove:
Fashion Show - £862.45





mynewhair Featured Salon

Glamorous Butterfly, Whitehaven

Address: The Senhouse Centre,
Senhouse Street,
Whitehaven,
Cumbria
CA28 7ES

Email: vanessa@glamorousbutterfly.co.uk
Website: www.glamorousbutterfly.co.uk
Call: 07889224019

Vanessa Cowan creator and owner of Glamorous Butterfly was first diagnosed with Alopecia Universalis in 2013. Quickly realising that she wanted to help and support others with medical hair loss she set about retraining and researching. In 2014 she trained with mynewhair and Trevor and then went on to create Glamorous Butterfly.

Vanessa primarily is a human hair wig/topper specialist, colourist and offers the most beautiful bespoke wigs. She also offers a huge range of synthetic and heat defiant synthetic wigs which she fits and cuts to suit. Vanessa prides herself in offering a full after service which she says is key!

Vanessa wanted to do more for ladies and children who couldn't afford to fund their own wigs. She created the Glamorous Butterfly wig bank in memory of her beautiful mum and two aunts whom she lost to cancer. Vanessa pays for and supplies as many wigs as she can to the wig bank but heavily relies on donations. All wigs provided from the wig bank come with a free fitting, cutting and styling service and the service is open to anyone within the UK on a low to zero income. A short means tested application is all that is required. Some of the wigs available via the wig bank can be viewed on Glamorous Butterfly Facebook and Instagram pages.



Glamorous Butterfly
NHS Approved Supplier

Wig bank now open!!

Free wigs available upon request and application to those who cannot fund their own.

Go to www.glamorousbutterfly.co.uk phone 07889224019 or email vanessa@glamorousbutterfly.co.uk for more information.





Best Business Women Awards 2017 Finals:

mynewhair salon Bow Belles Hair & Wig Specialists

The gala final for The Best Business Women Awards was held on 12th October 2017 at Tewin Bury Farm, Welwyn, Hertfordshire, the evening was attended by 500 guests for these prestigious national awards.

The Best Business Woman Awards are specifically for female business owners who are making a real impact for their clients. The business world is full of talented and dedicated female entrepreneurs who not only run successful businesses but in many cases also juggle the needs of their families. The Best Business Women Awards are designed to recognise the achievement of those women across a wide range of business categories and is open to any female business owner UK wide.

Local businesswomen, Katie and Billie Martell from Bow Belles Hair and Wig Specialists were shortlisted as finalists in two categories



– Best Business in retail / consumer and health and wellness. Located in Croxley Green, They provide an exceptional wig service and ensure that every person who they meet that suffers



from medical hair loss whether it be: Cancer, Alopecia or any other hair loss condition receive advice, information and support tailored to their individual needs. Their product range offers ready to wear styles in synthetic and human hair alongside a custom made wig service for both Men and Women;

Debbie Gilbert, organiser of The Best Business Women Awards said 'We were delighted with the number of entries this year, which came in from all over the UK. This is a tough competition judged by business experts. To be a finalist is a major achievement. Finalists have been selected for their business acumen, determination, creativity and tenacity. Over 80% of start-ups fail in the first 3 years and all our finalists are all shining examples of being successful entrepreneurs who have proved their success to our judges.'

Katie and Billie are absolutely thrilled that their business reached the finals and stated "We work hard to provide an outstanding service to whoever we meet and we are very proud of what we do - we change lives and already feel it a privilege to help those who need us in tough times and we are able to help others grow in confidence and self-esteem, Although we came in at a close 2nd in both awards we feel that what doing our job is reward enough. However, we are definitely entering again next year, so the winners better watch out but we are so proud to get into the BBWA finals as it the icing on the cake and it reinforces and confirms to us that we are getting it right".





Seminars 2018

Our seminars will be regular throughout the 2018, we will announce the dates soon so if you have any friends or colleagues who are interested in joining our network get in touch.

If you have attended our level 1 seminar why not come along and extend your knowledge and skills further? Our level 2 seminars provide more detail about different types of wigs,

troubleshooting tips, aftercare treatments, body image and dealing with difficult situations.

We now offer a further development opportunity for experienced stylists as part of our Level 3 seminars. If you are interested in attending an additional seminar to extend your knowledge and skills please get in touch.

focusing on advanced technical issues, the patient's journey and building resilience for yourself whilst offering your *mynewhair* service.

Hair Donations



Little Princess Trust
A charity to provide real hair wigs for children suffering hair loss

As you know, we are unable to accept hair donations but we always refer these enquiries to the Little Princess Trust who DO use the hair to make wigs for children suffering from cancer. Details of how to make the donation can be found on their website:
www.littleprincessetrust.org

Finally, we would like to wish you a very Merry Christmas and a healthy, happy and successful New Year. Thank you for being part of our growing network, remember it is YOU and your colleagues who are *mynewhair*, we can't do it without you!

Keeping In Touch

We do love to hear from you and find out what you have been up to. Here is a reminder of our contact details.



info@mynewhair.org



mynewhair
PO Box 626
Durham
DH1 9LJ



www.mynewhair.org



Follow us on Facebook, Twitter and LinkedIn

Please visit and LIKE us on Facebook or FOLLOW us on Twitter. You might not know but we also hold a 'friend' list for those who want to keep in touch with us, you can encourage any of your friends to drop us an email and we will add them to our list.

We are now on LinkedIn too, so please follow us on there if you haven't already.

As always, please let us know if any of your details have changed as this helps us to keep the information displayed current and importantly, helps to avoid client disappointment.

Thank you to our corporate sponsors for their continued support

